



MAIA SCIUPAC

BRAND ENGAGEMENT LEADER
CREATIVE STORYTELLER

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Top Secret/SCI, Active

Summary

Creative and strategic executive with **16+ years of experience** leading **brand engagement, business strategy, product design, and marketing** that help organizations connect technology to people. I bridge the gap between business goals and human experience—translating complex ideas into powerful, data-informed narratives that drive adoption, loyalty, and growth. With a unique blend of business acumen, creative direction, and people leadership, I build high-performing teams and deliver award-winning programs that inspire trust and measurable impact.

Core Expertise

Brand Engagement & Experience Strategy • Business Growth & Strategy • Strategic Pitches & Business Development • Product & Program Development • Creative Leadership • Human-Centered Design • Customer Adoption & Behavior Change • Digital Transformation • Cross-Functional Team Leadership • Innovation Facilitation • Storytelling for Complex Systems • Experiential & Environmental Design • Immersive Brand Activations • Campaign Development & Creative Direction • Art Direction • Creative Process Development • Client Presentation & Storytelling • Culture & Team Growth Strategy • Strategic Pitches & Business Development

Education

MBA / Johns Hopkins University, Carey Business School

Graduated 2019

BA in Peace & Conflict Studies / UC Berkeley

Graduated *Summa Cum Laude* 2009

Art Certificate / Washington Studio School

In Progress

Certification & Training

- **MIT Sloan & CSAIL:** AI Implications for Business Strategy
- **IDEO U:** Storytelling for Impact, Service Design Thinking, Designing Strategy, Innovating with Data
- **Booz Allen Hamilton:** *AI Enablement*
- **Acumen Academy:** *Systems Practice*
- **ELVTR:** Gallery Management, AI-Aided Graphic Design, Art Direction
- **Lego Serious Play:** Innovation Facilitator
- **Innovation Leadership Accelerator:** *Innovation Leader*
- **AJ&Smart:** Design Sprint Facilitator
- **Scrum Alliance:** *Scrum Master*
- **General Assembly:** Adobe Creative Cloud, Product Management and Development

Experience

Booz Allen

(Senior Associate) Team Lead, Marketing Strategy & Brand Engagement / 2024–Present

Leads strategic marketing and communications for the firm’s advanced-technology accelerator, shaping Booz Allen’s reputation in AI, digital transformation, and defense innovation while strengthening public trust in responsible technology.

- Directed integrated campaigns and thought-leadership initiatives that achieved a **30% increase in engagement**, generated **\$5M+ in new business**, and reduced event costs by **80%** through hybrid activations and immersive experiences.
- Partnered with internal stakeholders to align marketing and communications around themes of responsible AI, innovation, and mission impact—building understanding and accountability among clients and teams.
- Advised senior executives on messaging, stakeholder engagement, and brand narrative, ensuring clarity and credibility across high-profile events and media engagements.
- Oversaw cross-functional creative, analytics, and strategy teams to deliver data-driven campaigns and measurable outcomes across digital and experiential channels.
- Championed an internal “human-centered storytelling” model that connected emerging tech to real-world outcomes—bridging innovation, trust, and purpose.

(Associate, Lead Associate, Senior Associate) Team Lead, Digital Transformation and Innovation Strategy / 2017–2024

Scaled **InnovationX**, a cross-functional innovation and marketing capability, from a 3-person capability team to a 22-member creative strategy business—achieving **12% YoY growth** and becoming a firm-wide model for human-centered innovation.

- Led digital transformation and communications strategy for multiple U.S. Government clients, developing integrated modernization roadmaps and narratives that unified technology, data, and operations under shared strategic goals.
- Designed and implemented the **Innovation Maturity Diagnostic (IMD)** and **Impact Metrics Process**, Power BI-enabled frameworks that quantified innovation progress, visualized ROI, and strengthened organizational accountability.
- Led the creative direction and strategic development of interactive, web-based data stories and executive communications frameworks that translated complex modernization efforts into clear, persuasive narratives for technical and executive audiences.
- Built and mentored a 22-person multidisciplinary creative team, improving throughput and quality by **40%** through process design, creative standards, and art direction.
- Stood up innovation labs and facilitated strategic workshops using human-centered design principles for internal and external stakeholders—helping cross-agency leaders align on responsible technology adoption and measurable impact.

Create&

Co-Founder & Managing Director / 2014 - 2017

Founded and led a **social impact design consultancy** applying design thinking and narrative strategy to complex business, policy, and technology challenges.

- Delivered strategic campaigns and brand systems that improved clarity, alignment, and stakeholder engagement for public and nonprofit clients.
- Designed and facilitated **50+ design sprints and strategic workshops** using a proprietary framework that trained 200+ professionals across public, nonprofit, and private sectors to translate complex issues into clear, actionable strategies.
- Achieved a **95% participant satisfaction rate**, recognized for inclusive facilitation, creative energy, and measurable results.
- Launched **POP UP! Design Sprint Lab** in partnership with Brllnt — an initiative making innovation accessible through monthly community workshops fostering collaboration, rapid prototyping, and creative problem-solving.

National Center for Missing and Exploited Children

Product Manager & Digital Communications Strategist / 2016-2017

Led the **redesign of NCMEC's national website and digital ecosystem**, modernizing how the organization communicated its mission and supported families, partners, and law enforcement.

- Partnered with **Adobe** on a large-scale digital transformation effort, leading the organization through content audits, UX research, and stakeholder engagement to deliver a responsive, accessible platform.
- Oversaw **user testing and prototype development** using Adobe XD and human-centered design methods, enabling faster iteration and increased stakeholder buy-in.
- Streamlined site architecture and digital workflows to enhance public accessibility and reduce content management time by 40%.
- Served as **product manager for key digital tools**, including the AMBER Alert platform, ensuring user experience, accessibility, and operational reliability.
- Project recognized internally by Adobe for excellence; their team **adopted NCMEC's design sprint model** as a best practice.

Thorn

Marketing & Communications Manager / 2015-2016

Directed dual workstreams spanning **product marketing for Spotlight**, the organization's flagship machine learning platform, and **brand marketing for Thorn's global advocacy mission**—connecting data-driven innovation with social impact storytelling.

Spotlight (AI Platform for Law Enforcement)

- Led marketing, product storytelling, and digital engagement for *Spotlight*, a machine-learning platform that helps law enforcement identify and recover victims of trafficking.
- Drove **19x growth in product adoption**, expanding use to **40+ agencies** and reducing average investigation time by **43%**, earning the **Cloudera Data Impact Award** for innovation.
- Crafted product positioning and communications that translated complex AI capabilities into clear, trust-based narratives for law enforcement and public audiences.
- Produced thought-leadership content and digital campaigns that framed *AI as a force for good*, highlighting responsible innovation and measurable real-world impact.

Thorn (Organizational Brand & Impact)

- Led the redesign and launch of Thorn's website, aligning digital storytelling with brand mission and improving usability and engagement across donor and partner audiences.
- Developed an **interactive, data-driven annual impact story** that visualized key metrics and improved donor engagement by **35%**, establishing Thorn's reputation for transparency and accountability.
- Collaborated with cross-functional digital, policy, and creative teams to unify voice and messaging across brand storytelling, product marketing, and stakeholder engagement touchpoints.

Alameda County District Attorney's Office

Program Coordinator / 2010-2015

Directed a **multi-agency initiative** that redefined how California communities, policymakers, and media understood and addressed human trafficking — transforming a local effort into a **statewide and national model** recognized by the **U.S. Department of Justice** and the **National Human Trafficking Hotline**.

- Led the **SB1193 public awareness campaign**, designing California's official human trafficking hotline poster and coordinating statewide distribution — driving an **18x increase in hotline calls** and adoption across all counties.
- Partnered with Clear Channel to launch the "**Protect Oakland Kids**" **billboard campaign**, reframing narratives around trafficking victims and offenders; expanded region-wide and cited by the Hotline as the **top call driver nationwide**.
- Created a **web-based reporting app** to track poster placements, monitor compliance, and connect community partners to anti-trafficking resources.
- Founded **SafetyNet**, a weekly cross-agency collaboration platform bringing together prosecutors, defenders, probation officers, and service providers to coordinate intervention and care for at-risk youth. Developed a **case-management database** to track outcomes, improve coordination, and visualize community impact metrics.
- Produced and hosted a **public-education podcast** and co-authored a **graphic novel series** that educated high-school students on recruitment risks.
- Organized monthly community forums (200–300 attendees) and trained law enforcement to treat survivors as victims, not offenders — fostering a regional culture of empathy, coordination, and prevention.